

# How partners can benefit from the Red Hat portfolio

Learn how to generate business revenue when you help your customers achieve digital transformation using the Red Hat® portfolio.

Create revenue while deepening customer relationships

Red Hat's partner ecosystem consists of organizations that:

- Build smarter
- Sell for growth
- Service with confidence

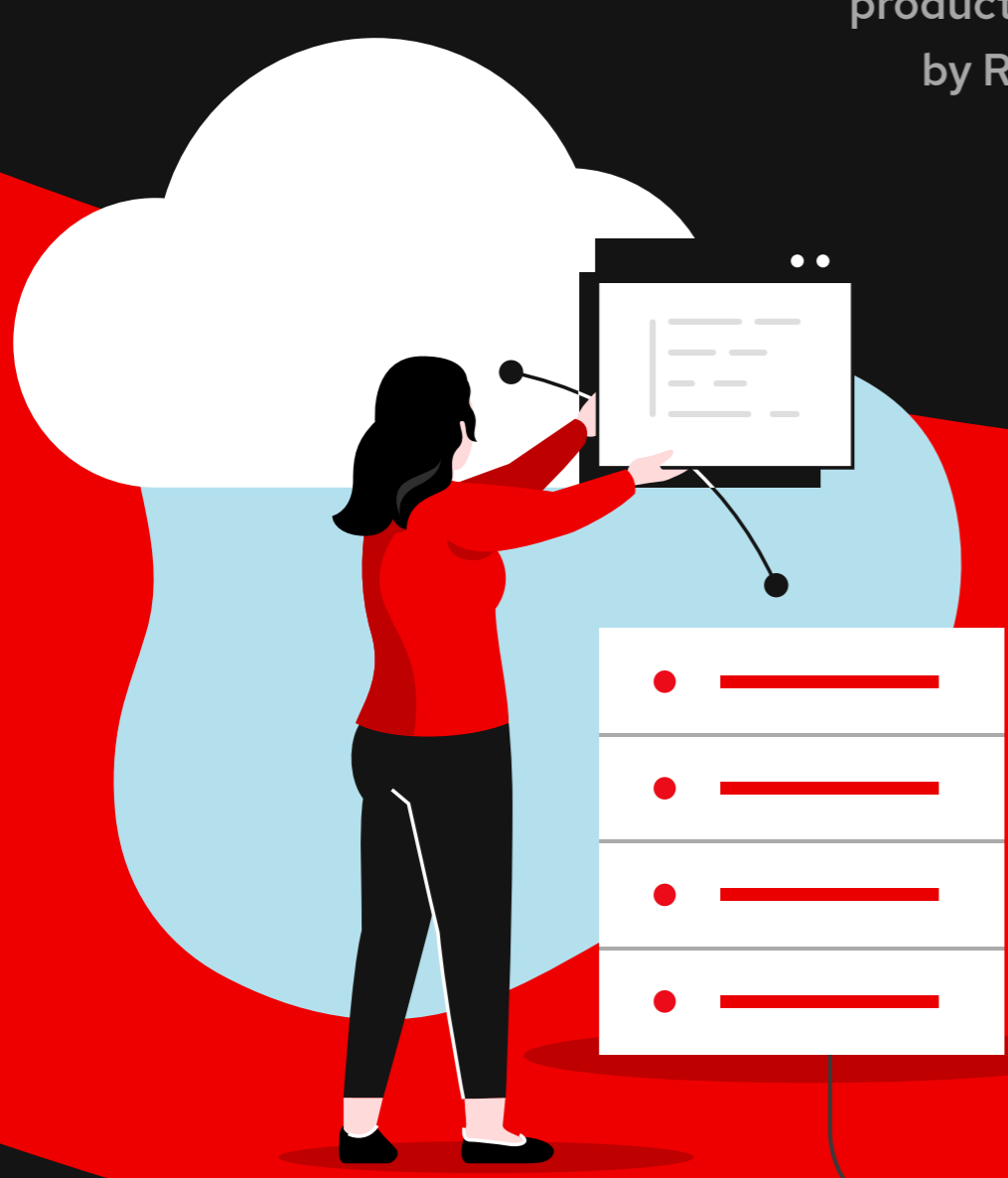
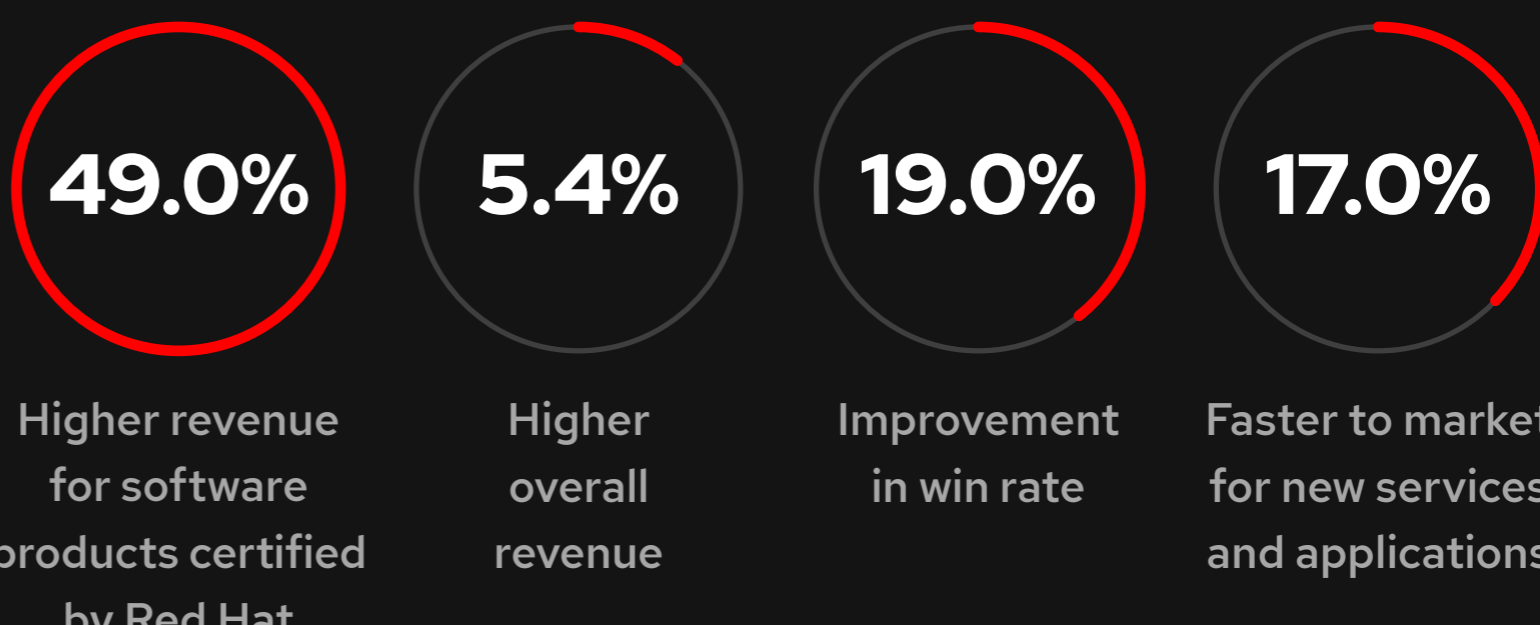


## Build smarter

Build on a hybrid cloud platform that offers portability, choice, and support—and can help improve business results, according to IDC.<sup>1</sup>

# 4,969%

Return on investment (ROI) in 3 years



## Sell for growth

Grow your business, build revenue streams, and access new markets.

### US\$150 Billion

Cumulative 5-year net new ecosystem revenue Red Hat Enterprise Linux<sup>®2</sup>

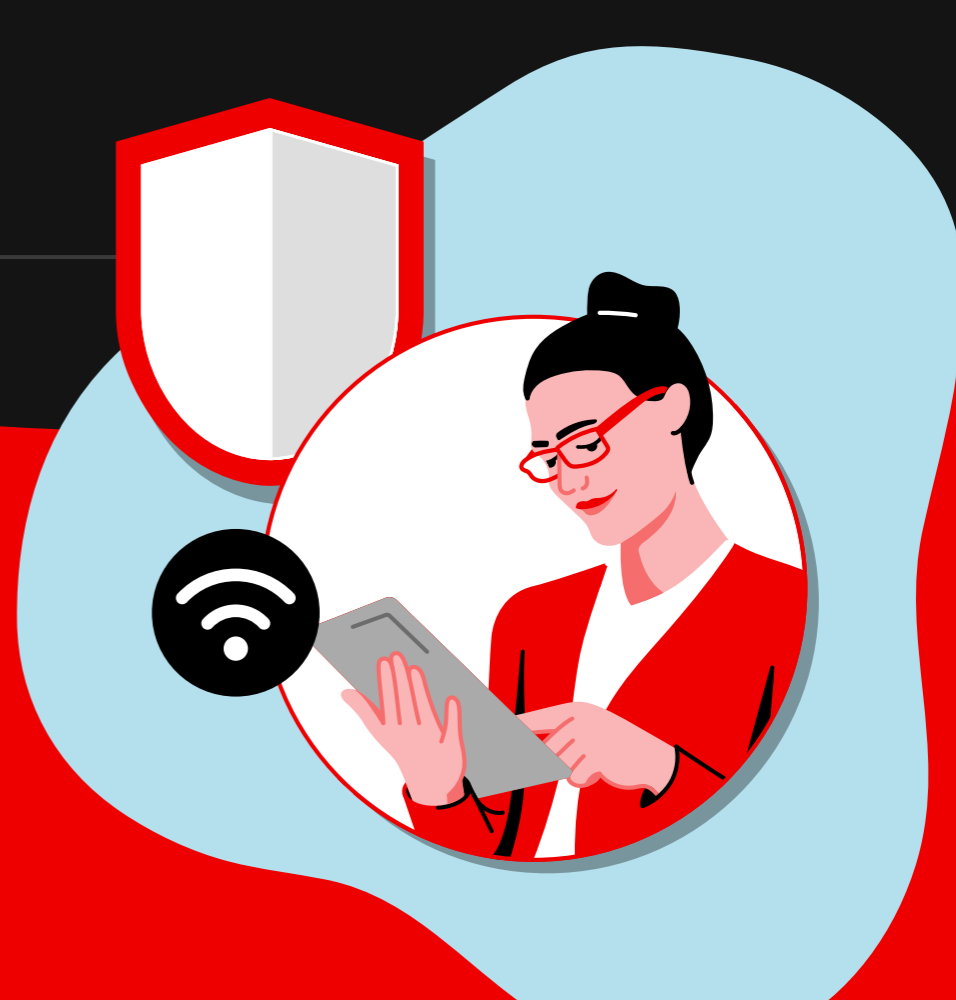
### 498%

ROI for Red Hat Ansible<sup>®</sup> Automation Platform deployment over 5 years<sup>3</sup>

Red Hat OpenShift<sup>®</sup> named a leader by Forrester Research in the Forrester Wave: Multicloud Container Development Platforms, Q3 2020.<sup>4</sup>

## Service with confidence

Generate revenue with a growing ecosystem.



Did you know?

**36%** of Red Hat Enterprise Linux revenue comes from partner organizations<sup>1</sup>

**+90%** of Fortune 500 companies use open source technology

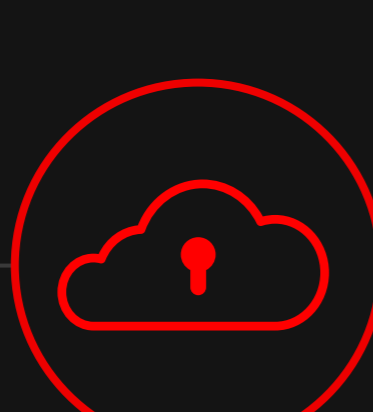
### US\$82 Billion

in revenue in 2019<sup>1</sup>

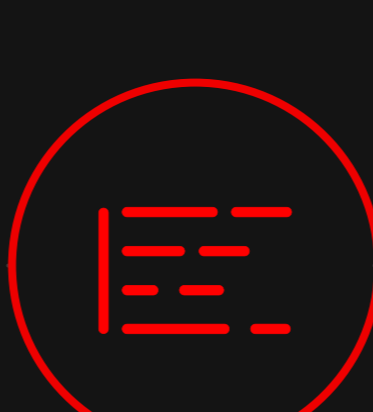
### US\$119 Billion

in revenue by 2023<sup>1</sup>

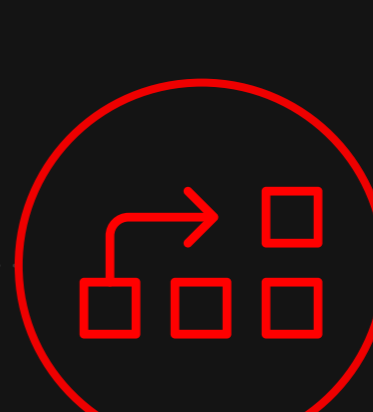
To help your customers transform digitally, Red Hat recommends an open hybrid cloud strategy, consisting of three solution pillars



Hybrid cloud infrastructure



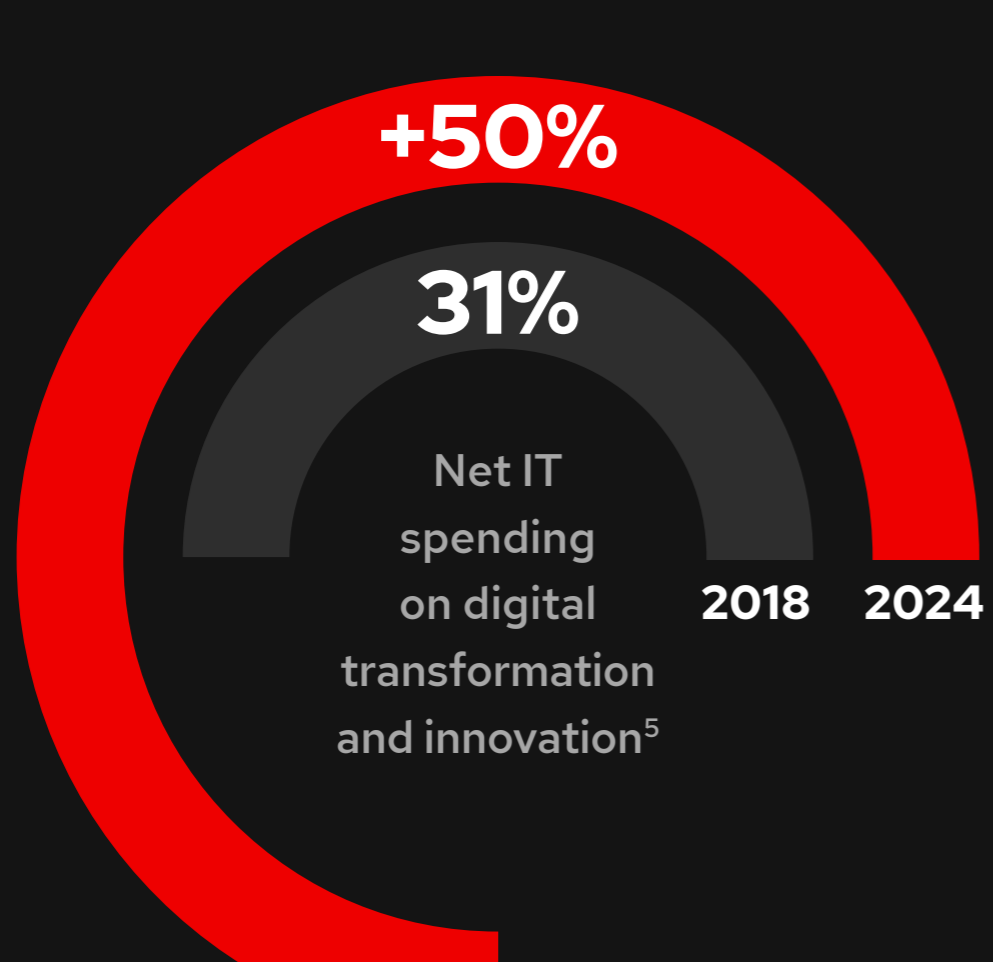
Cloud-native development



Automation and management

## Opportunities at a glance

Prioritize long-term gains.



Take a look at the market projections for our solution portfolios in 2024.

### US\$53.397 billion

Hybrid cloud infrastructure portfolio

### US\$31.817 billion

Cloud-native development portfolio

### US\$17.242 billion

Automation and management portfolio



1. IDC whitepaper, "Build Partners Improve Business Results Through Red Hat Certification of Their Software," June 2020.  
 2. IDC whitepaper, "The Economic Impact of Red Hat Enterprise Linux: Trillions, Yes Trillions, of Dollars," May 2019.  
 3. IDC whitepaper, "Red Hat Ansible Automation Improves IT Agility and Time to Market," June 2019.  
 4. Forrester report, "The Forrester Wave: Multicloud Container Development Platforms, Q3 2020," September 2020.  
 5. IDC brief, "An Open Approach to Digital Transformation," July 2020.